

APRIL 1, 2020

CREATIVE RESTAURANT MARKETING DURING COVID19



The Goal:

To help Lowell restaurants become familiar with online marketing in terms of website and mobile presence, Google My Business and search engine optimization. You will learn how to use these tools to promote your business, specialty and services.

Agenda

Webinar 1

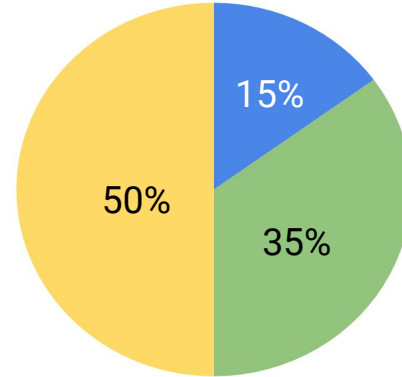
- Lowell Economic Team intro
- Quick Check In
- Website
- Google My Business (GMB)
- Search Engine Optimization (SEO)
- Point of Sale
- Q & A

Webinar 2

- Check In
- Social Media Marketing
- Q & A

#LowellRestaurants

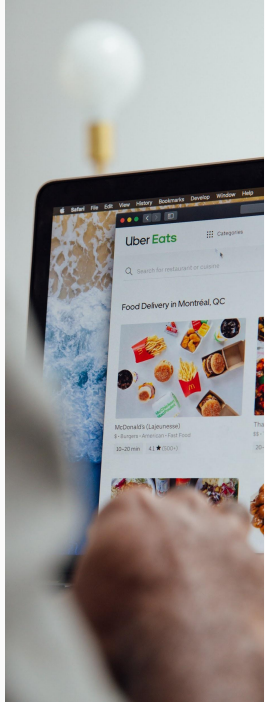
Not Many People Like to Cook!



- 15% said they love to cook
- 50% said they hate to cook
- 35% are ambivalent about cooking

The Solution

Takeout!

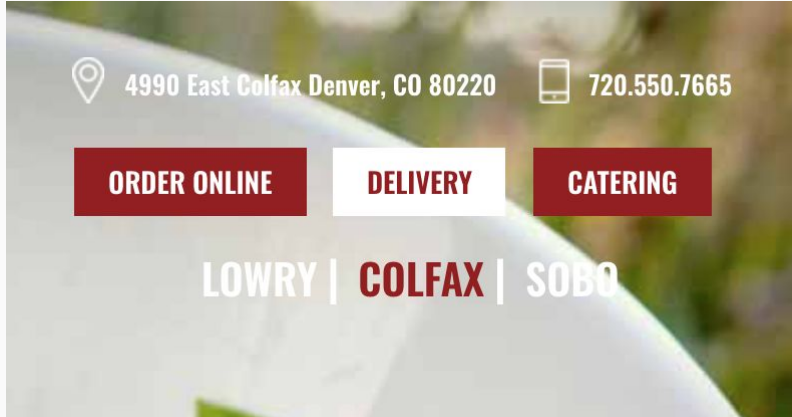


Website & Mobile



Benefits of a Professional Website

- Showcase your menu, restaurant and service offerings
- Enhances Google searches
- Ability to contact you
- Control your brand

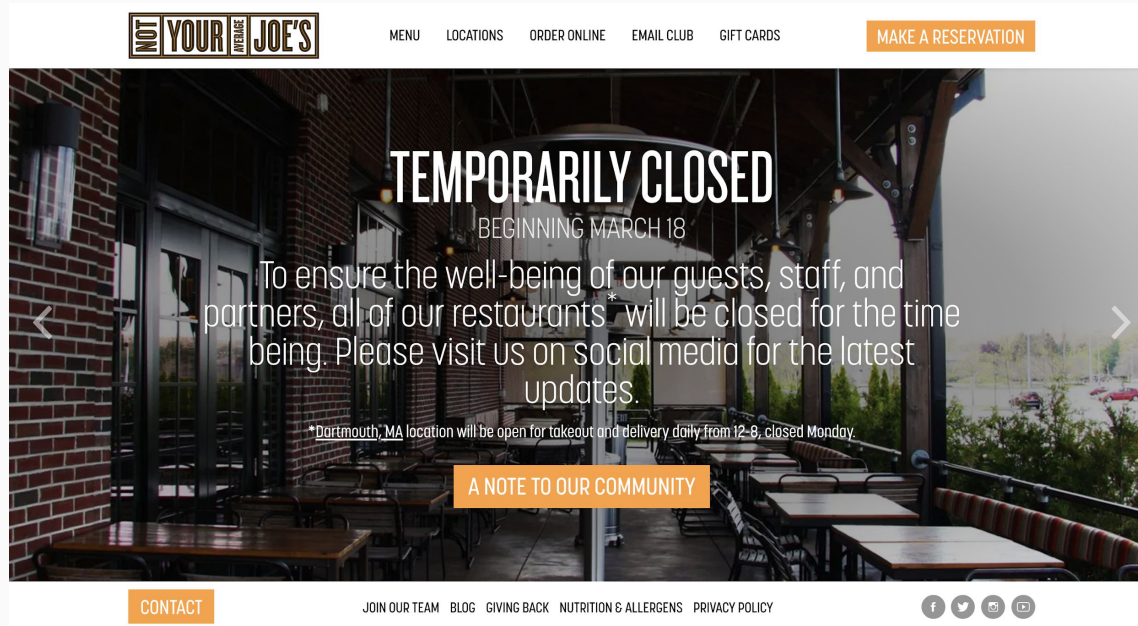


OPEN **12PM-8PM** DAILY
FOR TAKEOUT

Order online at
burtonsgill.com for
curbside pickup or
delivery by GrubHub

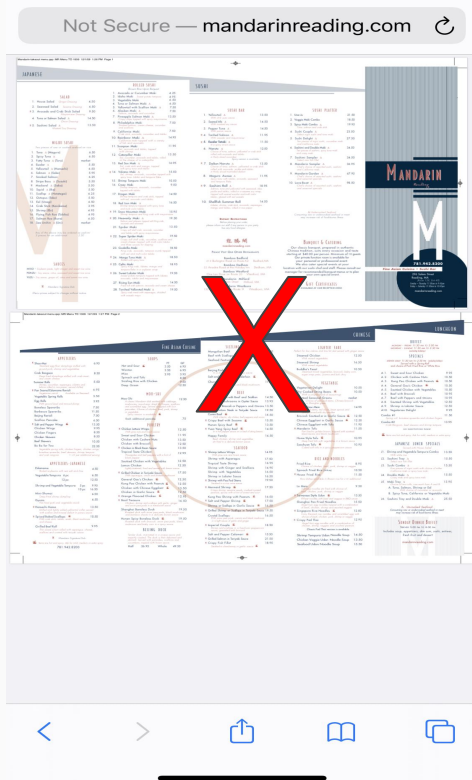


7 Must-Haves on Your Website



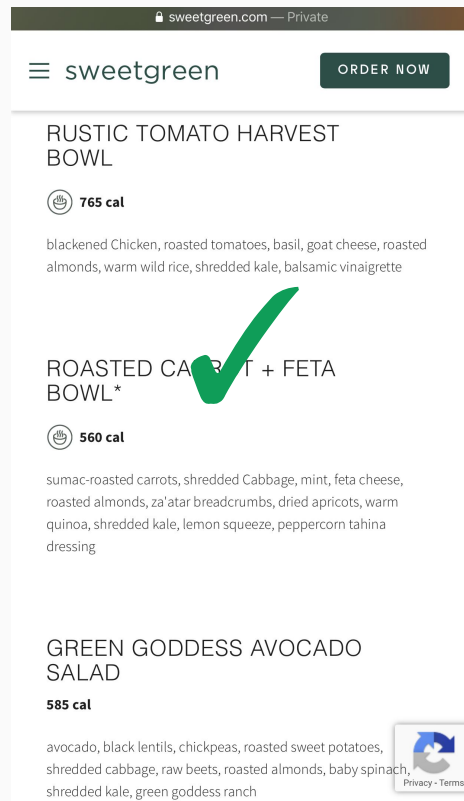
- Mobile compatibility
- Address, phone number, hours
- Photos
- Menu
- Online ordering
- Your story
- Secure website
- Social media links

Why Mobile?



Not
formatted
for mobile.

It's small
and hard
to read.



Proper
formatting for
mobile use.

Easy to read
and scroll
through.

More Mobile Examples

Not Secure — velajuicebar.com




Smoothies

SM \$6.95 MED \$7.95 LG \$8.95

Big Island
Pineapple, Strawberry, Mango, Banana, Coconut Water

Pumped Up
Strawberry, Banana, Homemade Peanut Butter, Cacao Nibs, Protein Powder, Almond Milk

Wake Up Call
Cold Brew Coffee, Homemade Peanut Butter, Banana, Cinnamon, Almond Milk

Sailors Delight
Orange, Banana, Mango, Kale, Coconut Water

The 1620
Blueberry, Spinach, Banana, Greek Yogurt, Almond Milk

Smurf Smoothie
Pineapple, Blueberry, Banana, Coconut Water

Wicked Awesome Avocado
Avocado, Strawberry, Spinach, Kale, Chia Seeds, Almond Milk

Matcha Smoothie
Matcha, Mango, Spinach,

pressedcafe.com — Private

GEORGE HOWELL COFFEE & ESPRESSO / HOT DRINKS

Coffee	\$2.5 S / \$2.75 M / \$3.25 L
Espresso	\$2.5
Heavy Bodied, Concentrated Shot Of Coffee With 'Crema'	
Espresso Macchiato	\$3
Espresso Topped With Foam	
Cortado	\$3
Espresso 'Cut' With Warm Milk	
Cappuccino	\$3.5
1/3 Espresso + 1/3 Steamed Milk + 1/3 Foam	
Cafe Latte	\$3.5 S / \$4 M / \$5 L
Espresso + Steamed Milk	
Maple Latte	\$3.95 S / \$4.5 M / \$5.25 L
Maple + Espresso + Steamed Milk	

Not Secure — chartroomcataumet.com

APPETIZERS -

Stuffed Quahog From Cape Waters, A Local Cape Cod Recipe 7	Clams Casino Local Cherrystone, Broiled with Casino Butter, Seasoned Breadcrumbs and Bacon 12
Shrimp Cocktail Chilled Jumbo Shrimp Served with our House Made Cocktail Sauce 3.50 each	Jerk Chicken Lollipops Jamaican Jerk Seasoned Chicken Lollipops Served with a Sweet Mango Chili Aioli 12
Mussels Steamed with White Wine and Garlic 14	Maine Crab Cake Served over Lightly Dressed Greens Topped with Lemon Aioli 14
Steamers Steamed Local Soft Shell Clams Served with Dressing Butter and Broth Market Price	

SOUPS -

Gazpacho Chilled Tomato Vegetable Soup 6	Chart Room Chowder Our Own Classic Cape Cod Quahog Chowder Recipe cup 6 bowl 8	Soup of the Day Chef's Daily Special
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SALADS -

Dressings:
Italian, Blue Cheese, Egg & Anchovy, Balsamic Vinaigrette, Parmesan & Peppercorn

Large Tossed Garden Salad Iceberg and Romaine Lettuce, Onions, Cherry Tomatoes and Cucumbers with your Choice of Dressing Side Garden Salad 4 Spinach Salad Baby Spinach, Marinated Mushrooms, Candied Walnuts, Bacon, Onion and Hard Boiled Egg, Tossed in a Honey Vinaigrette 9 Avocado Salad Mixed Greens, Garden Vegetables, Avocado, and Goat Cheese 11	Caesar Salad Romaine Lettuce, Croutons and Grated Parmesan Cheese, Tossed in a Caesar Dressing 9 Additions <table> <tbody> <tr><td>Marinated Steak Tips</td><td>10</td></tr> <tr><td>Grilled Chicken</td><td>6</td></tr> <tr><td>Grilled Shrimp</td><td>12</td></tr> <tr><td>LOBSTER SALAD</td><td>18</td></tr> <tr><td>Crab Salad</td><td>10</td></tr> <tr><td>Pan Seared Salmon</td><td>12</td></tr> <tr><td>Chicken Salad</td><td>6</td></tr> <tr><td>Tuna Salad</td><td>6</td></tr> </tbody> </table>	Marinated Steak Tips	10	Grilled Chicken	6	Grilled Shrimp	12	LOBSTER SALAD	18	Crab Salad	10	Pan Seared Salmon	12	Chicken Salad	6	Tuna Salad	6
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Chicken Salad	6																
Tuna Salad	6																

7% State Tax

Consuming raw or undercooked meats may increase your risk of foodborne illness, especially if you have certain medical conditions.

ENTREES -

Served with two sides
Choice of:
Starch, Vegetable, Cole Slaw or Pickled Beets

Schrod Fresh Local Haddock Broiled with our Seasoned Breadcrumbs and Lemon Butter 16	Scallops Baked in a Casserole with Butter, Sherry Wine, and Seasoned Breadcrumbs 17	Chicken Pot Pie Casserole of All White Meat Chicken, Celery, Carrots and Gravy Topped with a Puff Pastry 15
Swordfish Tips Broiled in a Casserole with Sherry Wine and Butter 16	Baked Stuffed Shrimp Ovens Baked with Cracker Stuffing and Lemon Butter 16	Steak Tips Marinated in Our Own Bourbon Marinade, Broiled to your Choice Temperature

Professional Photos

Show off the food you work hard to make!



Online Menu

Lunch & Dinner



AREPA AVACADO LOVER GF \$14

Arepa filled with mozzarella cheese, mashed avocado, pickled onions, lime and your choice of chicken, pork belly or steak. Served with criolle potatoes and lime

SHITAKE AREPA GF / VG \$14

Arepa filled with organic shitake caps, caramelized onions, spinach, red pepper, mozzarella cheese and Panela aioli. Served with Criolle potatoes

BANDEJA PAISA GF \$19

Rice, beans, steak, chorizo, plantain, egg, avocado, arepa and pork belly

RICE BOWL GF / VG \$12

White rice, panela roasted butternut squash, avocado, cole slaw, sweet plantain and your choice of mushroom, diced meat or chicken

FISH AND SHRIMP ENOCADO GF \$15

Coconut battered shrimp; battered fish served over green rice with coconut sauce

PLANTAIN CROSTINI GF \$24

Plantain crostini with 12oz NY strip, avocado sauce, cherry tomatoes, chimichurri and fried oyster mushroom

SEAFOOD RICE IN COCONUT GF \$18

Rice, shrimp, mussels, clams and plantain strips

PAISA BURGER **VEGETARIAN PAISA BURGER \$13** \$13

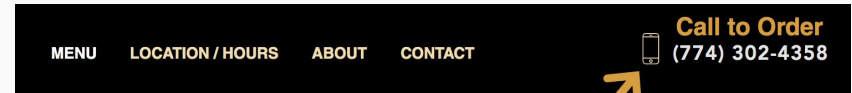
Cole slaw, mozzarella cheese, bacon, pink sauce, mayo, pineapple sauce, potato

Make Takeout Easy

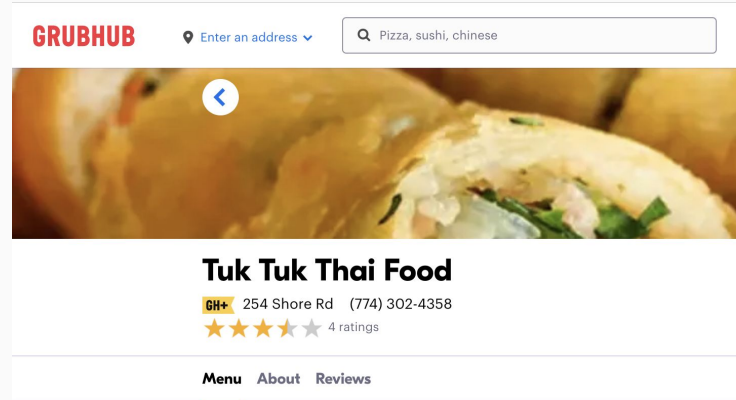
Make sure that your website clearly states that takeout is available or delivery is an option.



Delivery available: ALL DAY
WE CAN BRING THE FOOD TO YOUR CAR IF PICKING UP
CAN ALSO PAY OVER THE PHONE TO MINIMIZE CONTACT



We Deliver - Call ahead for delivery hours.
Direct call to order is always the fastest :)



Online Reviews - Yelp



tacos, cheap dinner, Max's

Lowell, MA



For Businesses

Write a Review

Log In

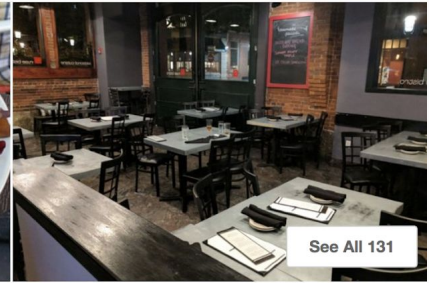
Sign Up

Restaurants ▾

Home Services ▾

Auto Services ▾

More ▾



See All 131

Fuse Bistro ✓ Claimed

★★★★☆ 191 reviews

Details

\$\$ · American (New) Edit

★ Write a Review

📷 Add Photo

🔗 Share

🔖 Save

🔗 fuse-bistro.com

📞 (978) 323-0424

📍 Get Directions

COVID-19 Advisory: [Business operations may be affected](#)

Due to ongoing precautionary measures, please contact the business directly for updated hours and availability.

You Might Also Consider

Sponsored ⓘ



CRACK'D Kitchen & Coffee

★★★★☆ 113 reviews

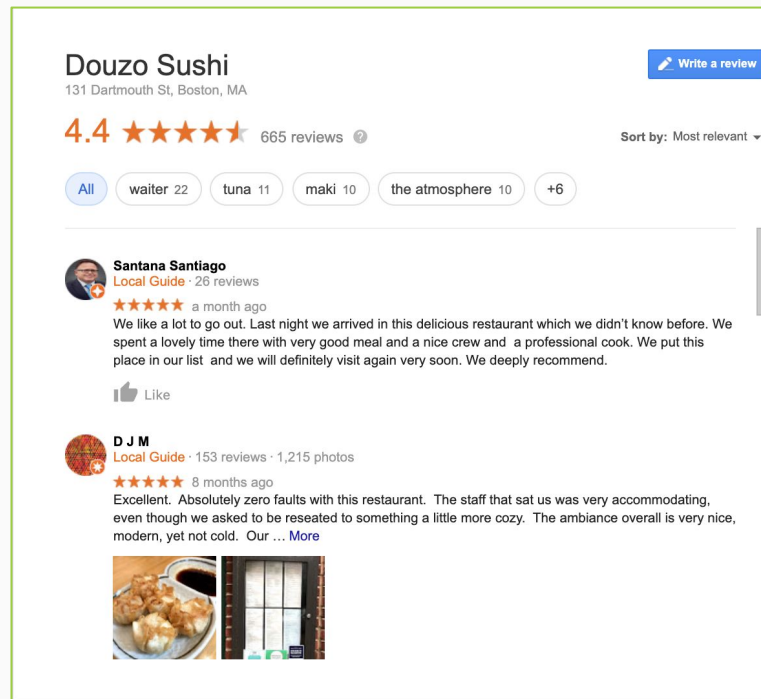
📍 6.5 miles

Diana K. said "A friend and I have been wanting to try this place. We finally did on a Saturday..." [read more](#)

Online Reviews Matter

Crucial for small businesses!

- Builds credibility
 - How often do you check the reviews before you head to a new restaurant?
- Help SEO
 - Reviews influence where your business falls within search rankings
- Connects you with your customers
 - Your customers take the time to leave a review and you're able to respond back to thank them



Online Reviews: A Necessary Evil

Crucial for small businesses!

- **90%** of consumers used the internet to find a local business in the last year, with 33% looking every day
- **82%** of consumers read online reviews for local businesses, with 52% of 18-54-year-olds saying they 'always' read reviews
- The average consumer reads **10 reviews** before feeling able to trust a business
- Only **53%** of people would consider using a business with less than 4 stars

Our Story

Tatte

BAKERY & CAFÉ

[ABOUT](#)[BOSTON](#)[WASHINGTON DC](#)[MENUS](#)[CAREERS](#)[CONTACT](#)[PRESS](#)[SHOP](#)[ORDER ONLINE](#)

Our Story — Management Team

Founder Tzurit Or started Tatte Bakery & Café in 2007, baking 20 hours a day in her home kitchen and selling her delicious creations to Boston farmers' markets. After only one summer, Tatte expanded to its first brick-and-mortar bakery in Brookline, Massachusetts. When she opened her very first location she wanted it to feel welcoming, to create a sense of home, a sense of belonging as if someone was hugging you. She has since opened fifteen Tatte bakeries but the aim has always remained the same; each Tatte has its own individual sense of identity, feel and style but they all stay true to the original spirit – to what Tatte is all about.

Our mission is to inspire, care for and touch every person, neighborhood and city with our experience and through our food, our passion, and our culture. Tzurit would like to bring Tatte to as many markets possible, to share that unique experience, the food, the pastries and the atmosphere that Tatte brings to every location they open.



Restaurant Marketing Programs

A black and white photograph of a restaurant kitchen. In the foreground, a chef in a white uniform stands with his back to the camera, looking towards the service counter. The counter is cluttered with stacks of white plates, a box of 'TicMark' paper towels, and several squeeze bottles. In the background, another chef in a white uniform and hat is visible, working at a different station. The kitchen is illuminated by several large, dome-shaped pendant lights. The overall atmosphere is professional and busy.

Online Gift Cards

Gift cards give customers the ability to support your business during these trying times when going out to eat is not an option.

Select/Enter a value	<input type="text" value="\$ 100"/>
Enter whole amount between \$10 - \$500 USD	
<div><input type="button" value="\$50"/> <input type="button" value="\$100"/> <input type="button" value="\$125"/> <input type="button" value="\$150"/> <input type="button" value="\$200"/></div>	
Quantity	<input type="text" value="1"/>
Add up to 30 cards to your order	
Message	<div><input type="text" value="Add your personal message here..."/></div> <div>200 characters left (5 remaining lines)</div>



[MENUS](#)

[CATERING](#)

[DELIVERY](#)

[LOCATIONS](#)

[GIFT CARDS](#)



Loyalty Programs

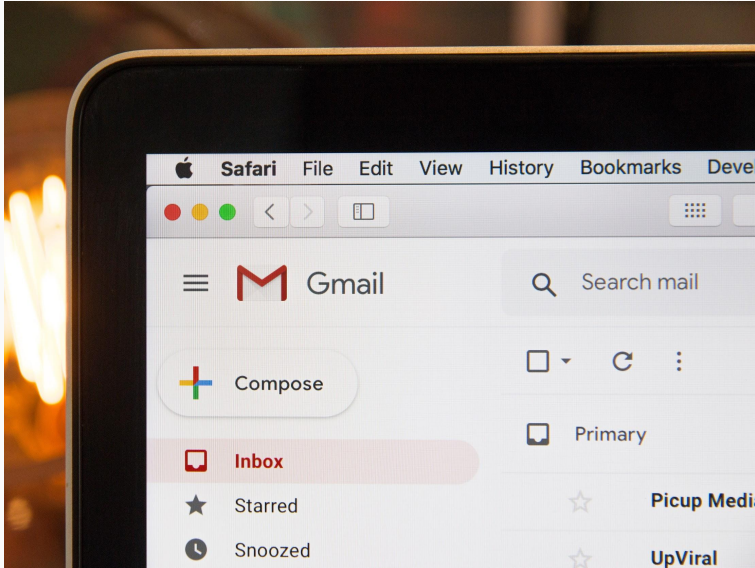
- Allows you to further engage customers
- Shows your appreciation to loyal customers
 - Loyal customers provide more business than new customers
- Has implied value

Additional Loyalty Benefits:

- Receive a complimentary lunch entrée after dining at any location 10 times during lunch! The lunch item (highest priced, up to \$20) will automatically come off the check during the 11th visit
- Receive a complimentary dessert during the month of your birthday
- Additional offers and promotions exclusive to our loyalty members
- Receive double points every Monday!



Why Email Marketing?



- More than 90% of adults use email.
- The ROI of email marketing is 28.5% better than for direct mail.
- Every dollar you spend on email marketing brings you \$38 in return.

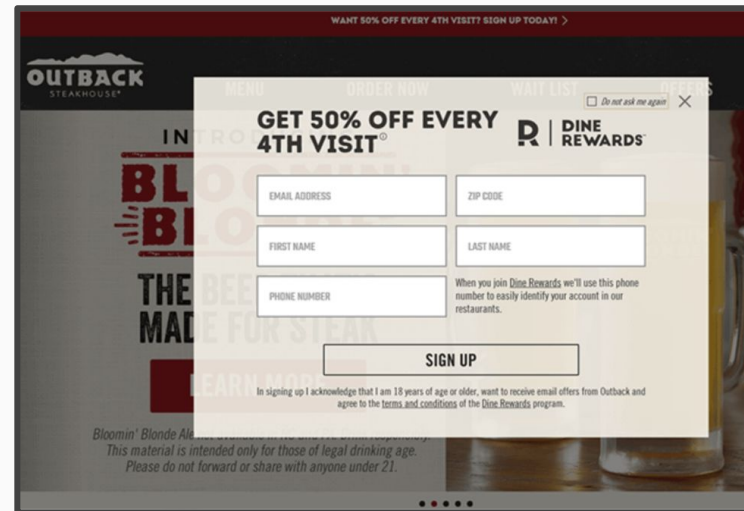
“Email marketing remains a great way to connect with both existing and potential patrons”

Email Marketing

WHY IS EMAIL MARKETING GOOD FOR YOUR PRACTICE?



Email Marketing Ideas

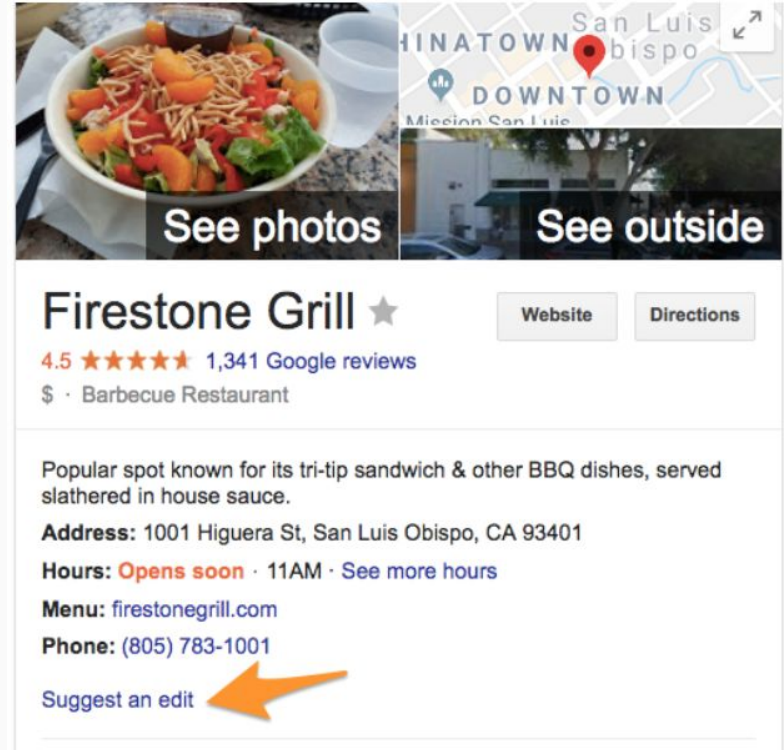


Google My Business

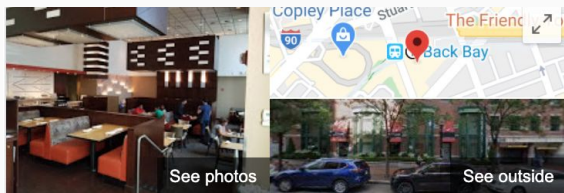


What is Google My Business

- GMB is a free tool that lets you manage how your business appears on Google Search and Maps
- That includes adding your business name, location, and hours
- Create and reply to customer reviews
- Add photos/social posts
- Google Analytics will show how people are viewing your site
- Improve your search engine ranking



Google My Business



Douzo Sushi

[Website](#) [Directions](#) [Save](#)

4.4 ★★★★★ 665 Google reviews

\$\$ · Japanese restaurant

[RESERVE A TABLE](#)

[ORDER PICKUP](#)

Trendy, bustling Japanese restaurant serving sushi & cocktails in a modern, loungey space.

Ad · Delivery by Caviar

Order now to get free delivery fees on your first order.

[Order Now](#) · [trycaviar.com](#)

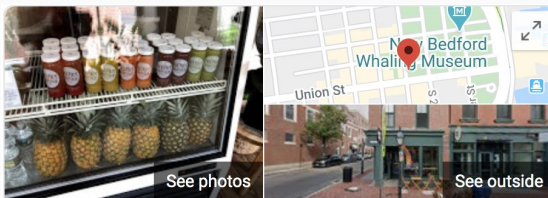


Address: 131 Dartmouth St, Boston, MA 02116

Hours: Open · Closes 11:30PM ▾

Menu: [douzosushi.com](#)

Reservations: [opentable.com](#)



People's Pressed, Inc.

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 37 Google reviews

Juice shop

Located in: New Bedford Whaling National Historical Park

Address: 141 Union St, New Bedford, MA 02740

Hours: Open · Closes 4PM ▾

Menu: [static1.squarespace.com](#)

Phone: (774) 992-8075

[Suggest an edit](#) · [Own this business?](#)

[Send to your phone](#)

[Send](#)

Reviews

[Write a review](#)

[Add a photo](#)



"The **owner** and **staff** are very knowledgeable about nutrition and **ingredients**."

- Link to website
- Directions
- Contact info
- Link to menu
- Google reviews
- Pictures
- Reservation
- Take out/Delivery

You need to be found!

How to Start a GMB Page

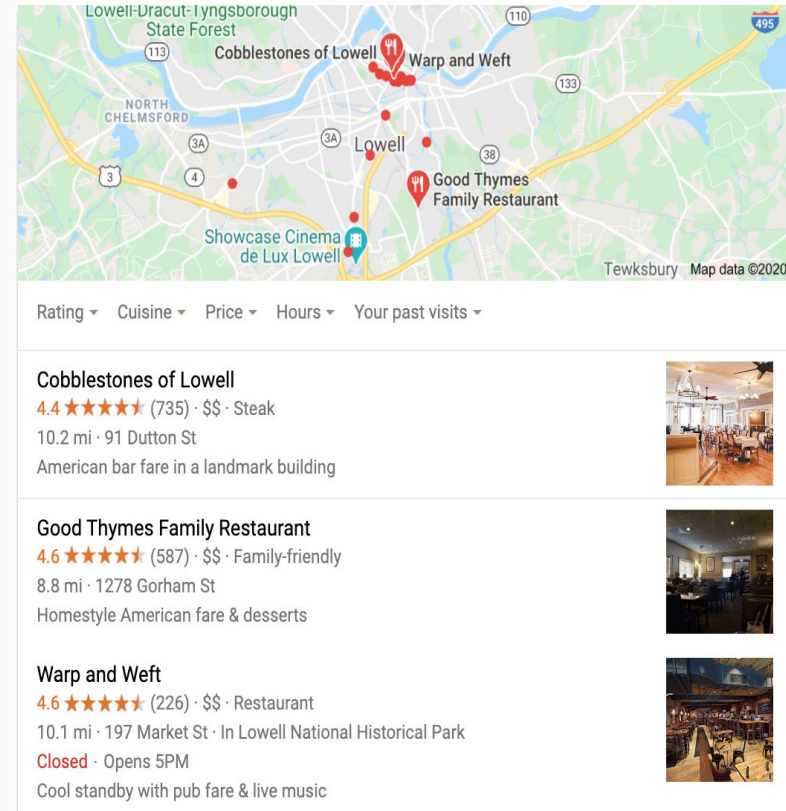
Create a Google My Business Listing

1. Log into the Google Account you want associated with your business
2. Go to google.com/business and select “Start now” in the top right-hand corner
3. Enter your business name



Google Local Pack

- Claim your Business Profile
- Complete your GMB profile
 - Website
 - Address
 - Type of business
 - Hours
- Obtain at least 5 reviews
- Update your content regularly
 - FAQs
 - Reservation
 - Delivery



A black and white photograph of a restaurant kitchen. In the foreground, a chef in a white uniform stands with their back to the camera, looking towards the kitchen counter. The counter is cluttered with various items, including stacks of white plates, boxes of 'TieMark' paper towels, and squeeze bottles. In the background, another chef in a white uniform and hat is visible, working at the counter. The kitchen is illuminated by several large, dome-shaped pendant lights. The word 'SEO' is overlaid in a bright green, bold, sans-serif font in the upper center of the image.

SEO

What is SEO

Search **E**ngine **O**ptimization

- “The process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page.”
- The goal is to increase your ranking on a search engine
- Improvement of your website traffic without paid ads

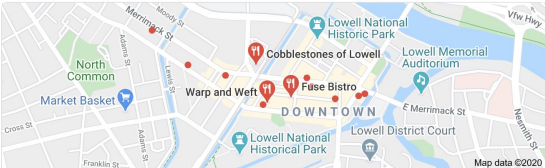


Why is SEO Important for Restaurants?

restaurants in lowell


Search filters: All, Maps, News, Images, Shopping, More. Settings, Tools.

About 17,200,000 results (0.79 seconds)




Rating Cuisine Price Hours



Warp and Weft
4.6 ★★★★★ (226) · \$\$ · Restaurant
197 Market St · In Lowell National Historical Park
Closed · Opens 5PM
Cool standby with pub fare & live music



Fuse Bistro
4.4 ★★★★★ (320) · \$\$ · Restaurant
45 Palmer St · In Lowell National Historical Park
Closed · Opens 3PM
Area-sourced American fare in chill digs




Cobblestones of Lowell
4.4 ★★★★★ (735) · \$\$ · Steak
91 Dutton St
"Downtown Lowell has many good restaurants and this is one I like to ..."




Rating Price Hours Your past visits

⚠ Hours or services may differ due to COVID-19


Blue Taleh
4.2 ★★★★★ (275) · \$\$ · Asian
9.9 mi · 15 Kearney Square · In Lowell National Historical Park
Canal-side spot for Thai & Japanese fare



Viet-Thai Restaurant
4.3 ★★★★★ (462) · \$ · Asian Fusion
10.2 mi · 368 Merrimack St
Modest Asian eatery with a lunch buffet



Mandarin Asian Bistro
4.3 ★★★★★ (119) · \$\$ · Chinese
9.9 mi · 24 Market St · In Lowell National Historical Park
Relaxed spot for Japanese & Chinese fare

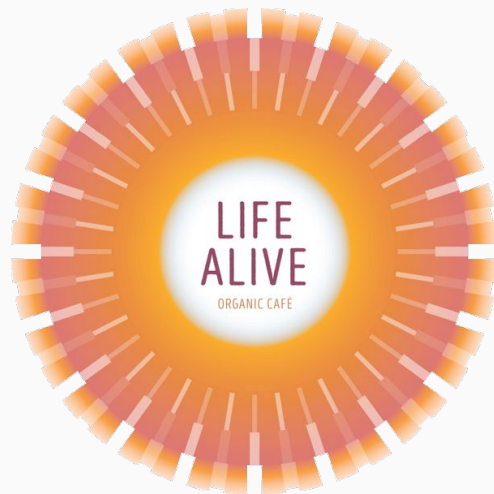


- Maximizes the chances of being discovered by new customers
- Great way to promote your business
- Improves brand equity

SEO Tip #1

Optimize your website for local SEO.

- Write quality content
- Relevant titles and URLs
- Meta descriptions - don't help you rank higher but allow customers to see what's portrayed on your website without clicking on it
- Make your address and contact information visible
- Reviews
- Your story

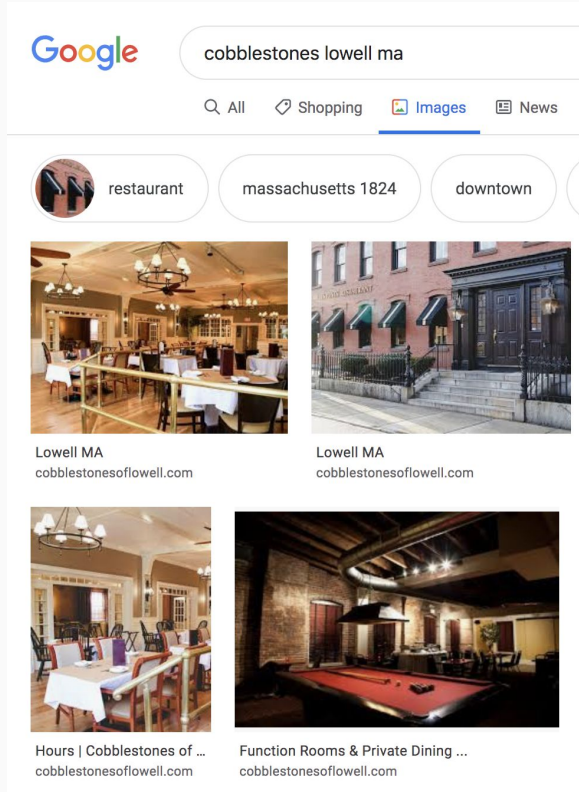


MISSION

Our Mission is to Feed the Vitality of the World... one meal at a time.

We are here to renew your energy and connection to life by soulfully serving you the most fantastic, vibrant, organic, therapeutic, whole food you could ever imagine in an inspiring environment that honors local artisans, the community, and our global ecology.

SEO Tip #2



Upload high-quality photos.

- Menu items, your restaurant, behind the scenes, etc.
- Use geotags and alt-text descriptions



SEO Tip #3

Stay consistent

- Make sure that your business name, address, contact info, social media profiles, etc. are the same everywhere your business can be found on the Internet

Profiles



Facebook



Twitter



YouTube



Instagram



Pinterest

Point of Sale (POS) Systems

A black and white photograph of a restaurant kitchen. In the foreground, a chef in a white uniform and apron stands with their back to the camera, looking towards the service counter. The counter is cluttered with various items, including stacks of white plates, boxes of 'TicMark' paper towels, and condiment bottles. In the background, another chef in a white uniform and hat is visible, working at the counter. The kitchen is illuminated by several pendant lights hanging from the ceiling. The overall atmosphere is professional and busy.

Point of Sale (POS) System



What you can do with a POS system:

- Accept payments
- Track inventory and sales
- Employee tracking
- Create branded digital and physical gift cards
- Customer engagement
- Loyalty programs
- Reservations
- Online ordering

How to Choose a POS for Your Restaurant

Some factors to consider:

- Your customer's demographic
 - Older customers will most likely not care for contactless payment or anything with QR codes.
- Social expectations
 - What kind of restaurant do you own? Quick-serve locations and higher end restaurants have different needs.
- Future growth
 - Choose a system that will be ready to tackle your future needs as you continue to grow.
- Keep your budget in mind



Square POS

Best for quick-service restaurants.

\$60/month plus 2.6% + 10¢ on each transaction



Key features:

- Menu customization
- Layout management
- Strong analytics
- Customer feedback
- Per-item sales tracking
- Free trial
- 24/7 support
- Serves all business sizes

Square POS

Best for quick-service restaurants.

\$60/month plus 2.6% + 10¢ on each transaction

PROS	CONS
Free trial	Some necessary features for mid-sized businesses cost more
24/7 support	2.75% charge on non-card transactions
Serves business of all sizes	
Strong analytics	

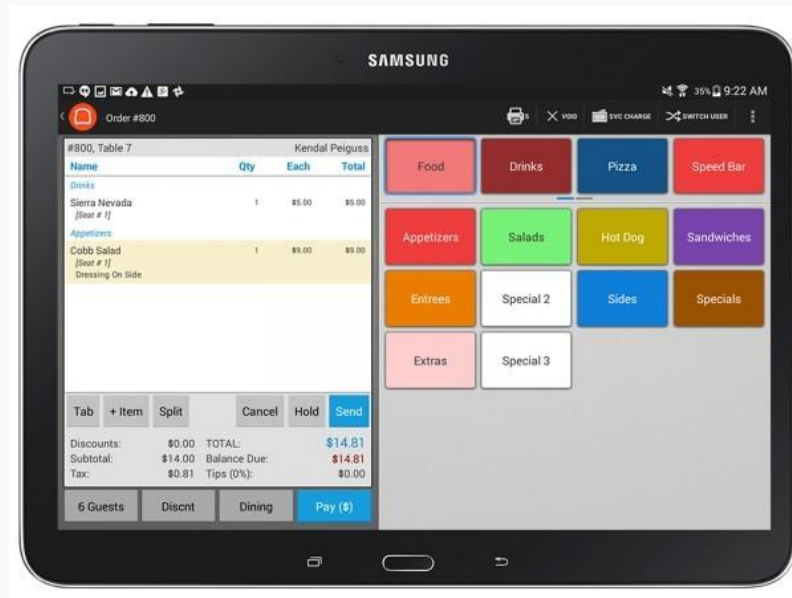
Toast POS

Best for Android users.

\$79/month plus installations starting at \$499

Key features:

- Supports Android
- Offline mode
- Strong menu customization
- Online ordering
- Delivery service features
- Inventory management
- Free trial
- 24/7 support
- Serves all business sizes



Toast POS

Best for Android users.

\$79/month plus installations starting at \$499

PROS	CONS
Great for Android users	Doesn't work on iOS devices
Strong menu customization	Requires specific hardware
24/7 support	Installations are expensive
Support for tableside ordering and payment	

Clover POS

Best for online operations

Pricing varies



Key features:

- Online order and delivery
- Customer engagement
- Strong analytics
- Guest seating
- Bill-splitting
- Tableside service
- Dynamic floor plans
- Free trial
- Limited support hours
- Serves quick-service businesses

Clover POS

Best for online operations

Pricing varies

PROS	CONS
Great for companies that started online but need a physical presence	Need pre-existing website
Good range of hardware options	Additional features cost extra and can become expensive
Free trial	Installations are expensive

Online Ordering Systems

Top 10 Best Online Ordering Systems



1. MenuDrive: \$99/month
2. Toast Tab: \$140/month
3. Chow Now: \$119/month
4. Upserve: \$99/month
5. Restolabs: \$45/month
6. Cake POS: \$69/month
7. iMenu360: \$39.99+ comm/month
8. GloriaFood: Free (FB ordering)
9. Netwaiter: \$100/month
10. Square POS: Based on transaction

Creative Restaurant Marketing Seminar #2

Social Media Marketing

April 8, 2020 at 9 -10 am

Sign up at <https://tinyurl.com/sdn87gv>

Or you can be automatically added



Q & A

Contact Tomo360



susu@tomo360.com



facebook.com/tomo360



@tomo3603



insta_tomo360



linkedin.com/company/Tomo360



www.tomo360.com

TEXT TO SIGN UP FOR OUR MARKETING TIPS!

Text: 22828 + Enter: TOMO360

Contact Lowell Economic Development



facebook.com/dobizinlowell



[@DoBizInLowell](https://twitter.com/DoBizInLowell)



www.lowellma.gov





THANK YOU